Dimensions of Service Quality in Influencing Customer Satisfaction

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ABSTRACT

Physical evidence, reliability, responsiveness, assurance, and empathy are one of the service factors that can provide satisfaction to consumers. The phenomenon that occurs in CV Agung Dipo Persada is that the services provided to consumers have not been optimal. This study aims to determine the level of customer satisfaction through the dimensions of service quality of CV Agung Dipo Persada both partially and simultaneously. Data from this study are consumers of CV Agung Dipo Persada with a population of 1,500 people. The sampling technique in this study used a web raosof.com sample size with an error rate of 5% so a sample of 306 respondents was obtained. Distribution of questionnaires as a data collection strategy. Multiple linear regression is the analysis technique used. According to the findings, tangible proof, dependability, responsiveness, assurance, and empathy had a positive influence on consumer satisfaction to the extent of 79.4%, while other variables influenced another 20.6%. The dominant variable had an impact, namely physical evidence of 67.3%, while the variable that had no effect was the reliability variable. The contribution of this study is to expand marketing management literature related to the dimensions of service quality and customer satisfaction in the context of organizations.

Keywords: Physical evidence, Reliability, Responsiveness, Assurance, Empathy, Consumer satisfaction

INTRODUCTION

The industrial revolution 4.0 caused many changes in it that had an impact on companies having to follow these changes because there were changes to some original and creative company concepts, namely the development of service-based and non-service companies which are currently developing quite quickly (Demirel, 2022). The emergence of these creative ideas contributed to the development of marketing concepts. Where marketing activities began to be focused on consumer satisfaction (Sriwidodo & Tri Indriastuti, 2010). In general, the purpose of the company is to increase the prosperity of the owner and the welfare of employees, by getting the maximum profit through marketing activities (Alhidayatullah & Antony, 2021). Marketing is the process by which businesses generate value for consumers and build bonds of trust with them to gain value from them in return. Marketing is a social and management activity that allows people or organizations to get what they want and need through the production and trade of value with others (Kotler, 2018). Marketing focuses on customer needs, so a business must understand and realize what it wants and needs (Kotler and Keller, 2020).

The number of new competitors that have sprung up causes competition to be tighter, so companies are required to improve their company's performance to continue to survive (Novitawati et al., 2019). A company must also have a strong marketing strategy if it wants to attract customers and encourage them to buy all the goods offered. To ensure clients are satisfied with the products or services they buy, business people must always innovate and provide the best service (Makrifah & Trishananto, 2021).

The importance of service quality in ensuring customer satisfaction cannot be overstated. The goal of quality service is to calm customers and make them feel as if they are receiving more than they expected (Kotler, Hermawan Kartajaya, 2020). The performance that one can provide to another is the quality of service (Kotler and Keller, 2020). This performance can be non-material in nature, not giving ownership of any material to anyone or anything. The basic principle is that offering services to clients is an action that sellers take to fulfill their requests (Anggraini & Alhempi, 2021). For its own sake, this activity aims to please consumers. Before choosing a product or after making a successful purchase, the consumer can receive services. A company will benefit from good customer service as it will retain customers and help the company (Najmi, 2017). The goal is to please consumers by offering the best service.

A person's emotional level after comparing perceived performance or results with expectations is known as consumer satisfaction (Kotler and Keller, 2020). Based on the description above, it can be reaffirmed that consumer satisfaction about the consumer side refers to how the customer feels about the service that has been provided compared to what he wants. Consumer dissatisfaction develops when the desired result falls short of expectations. If the provider or service sector does not fully understand what is expected of its clients (Rusmahafi & Wulandari, 2020), Achieving consumer satisfaction with a product or service can make a challenge. Customers who are satisfied with a product from a brand will usually continue to buy and use it, so measuring customer satisfaction after purchase is very important for consumer companies (Khudhair et al., 2019). If customer satisfaction is achieved, then consumer loyalty will develop. Improving the standard of service provided by the company is one strategy to increase customer satisfaction. Physical evidence, reliability, responsiveness, assurance, and empathy are aspects of service quality used to assess service quality (Tjiptono, 2017).

CV Agung Dipo Persada (SPBU 3443102) is a company whose business activities distribute fuel to the community. The problem faced is the many rules made by PT Pertamina in distributing fuel to the community. This certainly has a great impact on the services provided to consumers, where the time needed by each consumer is longer so it has an impact on consumer satisfaction. Through the characteristics of service quality, this study seeks to determine the level of customer satisfaction. While the urgency of this research, if the problem cannot be resolved, it will bring company losses. Where consumers are reluctant to buy products from CV Agung Dipo Persada. This research is expected to be useful for researchers, companies, and universities, as well as one of the references in future research.

LITERATURE REVIEW

Marketing is essential for businesses, consumers, people, and society at large. The process of generating value for customers in the form of goods and services and capturing that value from them in the form of rewards and the form of money or profit is one that marketing aids in. Finding and meeting human and social needs with profitable goals is at the core of marketing. Therefore, marketing refers to the process of discovering and satisfying the demands of society and humans carried out by businesses in a profitable way (Tjiptono, 2017).

Customer Satisfaction

Customer satisfaction is critical to the success of any organization. It will be produced if the product, price, and quality of service meet or exceed consumer expectations (Iffan et al., 2018). Consumer satisfaction is a state in which consumer needs, wants, and expectations are met concerning the goods and services they use (Rita et al., 2019). Customers who are happy with a product will continue to use it, encourage other customers to use the product and service, and be happy to recommend the product and service to other customers and encourage them to buy it (Hanifa et al., 2019). When someone compares the performance or results of a product they are considering with the performance or results they have anticipated, they will feel satisfied or disappointed (Agarwal & Dhingra, 2023). Customers will not be happy if the performance falls short of expectations. Customers will be very happy and satisfied if the performance meets or exceeds their expectations. Satisfied customers stay loyal longer, are less price sensitive, and review business positively (Kotler and Keller, 2020).

Quality of Service

Everything that can meet customer demands or preferences is considered to be high-quality service (Chien & Chi, 2019). The services that must be provided to customers include being polite to them, serving them quickly and precisely, and having the skills and reliability to provide reliable service so that customers are happy with the

services offered by the business (Syahbana, 2016). Customer satisfaction is significantly affected by high-quality service. Quality and client satisfaction are closely related. Customers are highly motivated by quality to forge long-term, mutually beneficial relationships with businesses (Haryeni, 2017). With the help of this kind of emotional connection, businesses are better able to understand the unique needs and expectations of their customers, which helps them increase customer satisfaction by maximizing positive customer experiences and minimizing or eliminating negative experiences (Meliana et al., 2013). This gap between expectations or desires and perceptions is commonly referred to as service quality (Risnawati et al., 2019). Every business entity is required to be able to provide the best quality of service to consumers to distinguish itself from other business entities because the perception of the quality of service provided by a business entity is determined by the perception of its users (Dewi, 2018).

Service Quality Dimension
Customer satisfaction is significantly influenced by several factors, including service quality. In general, consumers will be more satisfied if the quality of service they receive is higher (Kurniasari & Kusumaningtyas Sugiyanto, 2020). Conversely, when the quality of service they receive is lower, they tend to be dissatisfied. The most popular service quality metrics according to (Tjiptono, 2017) are as follows: Aspects of service quality that affect customer satisfaction concerning the location where the business is conducted, including physical facilities, business support equipment, employees, and communication facilities, are known as physical evidence or direct evidence (Amalia & Rusli, 2017). The customer's opinion of the goods and the business will be influenced by its physical appearance. If the physical condition of the place of business is good and satisfactory compared to the expectations and desires of customers, then customers will feel satisfied (Robyardi, 2017)
The ability of company employees to deliver the promised service promptly, accurately, and satisfactorily by customer expectations is related to reliability, which is a dimension of service quality (Sondakh et al., 2019). Customers will be happy if the service is provided according to SOPs, making them feel as if their wishes and expectations have been met. The term responsiveness refers to the capacity and willingness of an organization's staff members to assist consumers, respond to their inquiries, and offer fast and efficient services, such as timely servicing clients, completing transactions quickly, and resolving client issues (Kaengke et al., 2022).
Employees can increase customer confidence in the business, and the business can provide its clients with a sense of security free from risk, uncertainty, and bodily injury. Assurance also refers to staff members who are consistently courteous, knowledgeable, and trustworthy to answer any questions or concerns raised by clients (Sondakh et al., 2019). Employee behavior can increase consumer confidence in the business, and the business can provide a sense of security to customers by ensuring the security of their transactions and the reputation of the business as well as its highly knowledgeable and experienced staff (Aditiya et al., 2022). Empathy also refers to how simple it is to build a relationship between customers and employees. Employees are good communicators, give full attention to customers, and understand their unique demands in the form of the ability to understand their desires, pay attention to their emotions, and also give attention to customers (Iin Listyana Dewi et al., 2019).

METHOD
The research method used in this study is quantitative research, which is based on the philosophy of positivism and is used to evaluate certain populations or samples. Research instruments are used for data collection, and quantitative methods from statistics are used for data analysis to test pre-existing hypotheses (Sugiyono, 2018). Explanatory research such as the one conducted here seeks to look into the relationships between variables. Through the dimension of service quality, this study will explain how the variables studied, especially the level of customer satisfaction, affect and are influenced by these variables. Since the data to be used to test the influence of factors are expressed in numbers, a quantitative approach is used (Ghozali, 2016). Primary data or data collected directly from respondents through interviews and questionnaires were used in this study. The primary data of this study came from questionnaires sent to respondents who were customers of CV Agung Dipo Persada Sukabumi. The population of this study is consumers of CV Agung Dipo Persada as many as 1,500 people. The sample was taken using a **web raosoft.com sample size** with a data accuracy level of 95% and a margin of error of 5%, so as many as 306 respondents were sampled in this study. Questionnaires were used to collect research data. The fundamental premise of this approach is that study participants are the best experts about themselves and that the information they provide is accurate and trustworthy. In this study, the questionnaire approach was

applied through the delivery of surveys directly to respondents by researchers using *google forms*. Because the alternative answers were given on a Likert scale of 1–5 (1: very unsatisfactory, 2: unsatisfactory, 3: moderately satisfactory, 4: satisfactory, and 5: very satisfactory), the questionnaire used had a closed list of questions. To complete the analysis of this study, secondary data in the form of required data documents have been collected. To analyze the data and test the hypotheses proposed in this study, use multiple linear regression analysis. Multicollinearity is usually a problem with regression with interaction. Therefore, in this study, a transformation was carried out using a centering approach, namely using the average deviation value of variables. Customer satisfaction (Y) was the dependent variable in this study, while the independent variables were physical evidence (X1), dependency (X2), responsiveness (X3), assurance (X4), and empathy (X5). The following equation represents the multiple regression model created in this investigation:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5 + e$$

Hypothesis

Customer satisfaction and service quality are closely related good service quality can help businesses achieve customer satisfaction because it gives customers the impression that they are treated better. In other words, customers are happy with the services offered by the company. In providing a clearer picture, the author provides the following research paradigm:
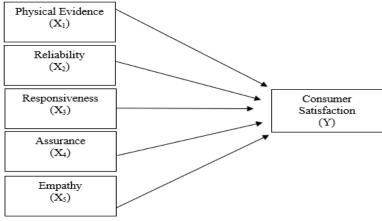

Figure 1. Research Paradigm

The hypotheses of this study are:

       H1: There is a positive effect of physical evidence on consumer satisfaction.
       H2: There is a positive influence of reliability on customer satisfaction
       H3: There is a positive influence of responsiveness on customer satisfaction
       H4: There is a positive effect of assurance on customer satisfaction
       H5: There is a positive influence of empathy on consumer satisfaction

RESULT AND DISCUSSION

Characteristics of Respondents

       Respondents in this study amounted to 306 respondents who were consumers of CV Agung Dipo Persada. The characteristics of these respondents are based on gender, where male respondents are more than female respondents. While the age of respondents ranged from 17 years to > 56 years. The education level of respondents is from high school to S2 level. The types of jobs of respondents are students, self-employed, factory workers, civil servants, and others.

Table 1. Characteristics of Respondents

Keterangan	Frequency	Percentage %
Gender		
Man	186	60,9%
Woman	120	39,1%
Age		
17 – 25	40	13,1%
26 – 35	60	19,6%
36 – 45	80	26,1%
46 – 55	80	26,1%

> 56	46	15,1%
Education Level		
SMA	120	39,2%
Diploma	30	9,8%
S1	136	44,5%
S2	20	6,5%
Work		
Students	20	6,5%
Self-employed	60	19,7%
Laborer	150	49%
PNS	30	9,8%
Other	46	15%
Total	**306**	**100%**

Classical Assumption Test
1) Normality Test

The normality test determines whether the residual values are well distributed or not. Having regularly distributed residual values is an effective regression technique (Ghozali, 2016). In Kolgomorov-Smirnov one sample *normality test* p-value = 0.290 > 0.05, which shows that the data are normally distributed.

Table 2. *One Sample Kolgomorov-Smirnov Test*

	Unstandardized Residual
N	306
Asymp. Sig. (2-tailed)	,290[c,d]

2) Multicollinearity Test

The multicollinearity test is used to detect whether the independent variables in the regression model are colinear or correlated with each other. In regression models, intercorrelation is a linear or significant relationship between one independent variable or predictor variable and another predictor variable. Independent variables should not correlate with a good regression model (Ghozali, 2016). By examining the value of the Tolerance and Variance Inflation Factor (VIF), it is possible to determine whether there is multicollinearity or not. These two measurements, which are based on decision-making, reveal which independent variables are each explained by the other independent factor. To qualify as a multicollinearity independent variable, the tolerance value is 0.10 (>0.1) and the VIF value is < 10. It can be seen in the table below:

Table 3. Multicollinearity Test

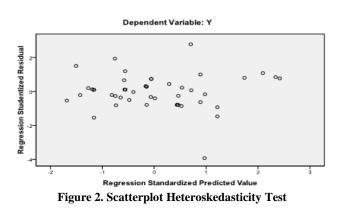| Variable	Tolerance	VIF	Information
Physical Evidence (X1)	0,392	2,553	
Reliability (X2)	0,318	3,140	
Responsiveness (X3)	0,415	2,411	Multicollinearity-Free
Warranty (X4)	0,250	4,002	
Empathy (X5)	0,274	3,655	

(Source: Data processing results, 2023)

3) Heteroskedasticity Test

The heteroscedasticity test is used to find out whether the residuals from one observation and another observation in the regression model have unequal variance. If the variance between residuals from one observation to the next does not change, then it is referred to as homoscedasticity, if it changes it is referred to as heteroscedasticity. Regression models that do not show heteroscedasticity are good (Ghozali, 2016). The plot graph between the projected value of the dependent variable and its residual can be used to determine whether

heteroscedasticity occurs between independent variables. From Figure 2, the scatterplot below shows a spreading point with an irregular pattern, which means there is no heteroscedasticity problem.

Figure 2. Scatterplot Heteroskedasticity Test

Multiple Linear Regression Analysis Results

The results of the multiple regression test developed in this study are notated in the following equation:

$$Y = 8,070 + 0,417 X_1 - 0,064 X_2 + 0,118 X_3 + 0,345 X_4 + 0,453 X_5 + e$$

Variables that have an influence are (X1), (X3), (X4), and (X5) on consumer satisfaction (Y). With a *physical proof p-value* of 0.033 < 0.05, *a responsiveness p-value of 0.048 < 0.05,* a guarantee p-value of *0.000 < 0.05, and* an empathy p-value of 0.000. While the variable that has no effect is the variable (X2) on consumer satisfaction, with a *reliability p-value of* 0.308. And the variable that has the greatest influence is physical evidence (X1) which is 0.673 or 67.3%. Test F sig value. 0.000 < 0.05; that is, there is an influence of the independent variable on the dependent variable and the Adjusted R Square test obtained a value of 0.794, meaning that the variation of the free variable can explain consumer satisfaction by 79.4%, while 20.6% is influenced by other variables.

Table 4. Multiple Regression Test Results

Research Variables	B	Beta	t	Sig.
Physical Evidence (X_1)	0,417	0,673	5,881	0,033
Reliability (X_2)	-0,064	-0,058	-1,032	0,308
Responsiveness (X_3)	0,118	0,076	1,074	0,048
Guarantee (X_4)	0,345	0,395	4,531	0,000
Empathy (X_5)	0,453	0,431	4,692	0,000
R Square = 0,805	F_{hitung} = 17,349			
Adjusted R^2 = 0,794	Probabilitas F = 0,000			

DISCUSSION

Physical Evidence of Customer Satisfaction

Physical evidence variables have a positive effect on consumer satisfaction based on the results of statistical research tests which can be seen from the value of GIS = 0.033 < 0.05 and the value of the coefficient of 0.417. The findings of this study are consistent with the research (Makrifah & Trishananto, 2021; Teguh, 2017), which found that physical evidence can improve consumer satisfaction. To ensure customers are happy with the service received, physical proof is essential. Customers will feel more comfortable when refueling if their physical condition is good. The better the physical condition of a gas station, it will have a positive impact on the level of customer satisfaction of CV Agung Dipo Persada, and vice versa.

Reliability to Customer Satisfaction

The reliability variable does not affect customer satisfaction, according to the results of statistical tests, where *the p-value* is 0.308>0.05. According to (Novitawati et al., 2019), There is no influence between reliability and customer satisfaction. Reliability is one component of service quality related to the company's ability to provide services on time, precisely, and satisfactorily as promised by the service expected by customers. Customers are not satisfied with the services provided because CV Agung Dipo Persada employees have not been able to do it

immediately, appropriately, and adequately. All CV Agung Dipo Persada staff must collaborate to provide services quickly, accurately, and satisfactorily to meet customer needs and expectations. This will help increase customer satisfaction. Customer satisfaction at CV Agung Dipo Persada is influenced by how reliable the service is (Tjiptono, 2016).

Responsiveness to Consumer Satisfaction
The results prove that there is a positive influence of responsiveness variables on consumer satisfaction, in terms of *p-value* 0.048<0.05 and coefficient value 0.118. The results of this research are in line with (Kurniasari & Kusumaningtyas Sugiyanto, 2020) That is, there is a positive influence between responsiveness to consumer satisfaction. But these results are inversely proportional to the research conducted by (Amalia & Rusli, 2017; Hanifa et al., 2019; Syahbana, 2016), which states that there is no effect of responsiveness on consumer satisfaction. To provide fast and responsive service, officers must be willing and able to help consumers, respond to consumer requests, and be vigilant when serving consumers, completing transactions quickly, and resolving consumer complaints. The faster the service, the higher the level of client satisfaction at CV Agung Dipo Persada.

Guarantee of Customer Satisfaction
The results of statistical tests show that there is a positive effect of assurance on consumer satisfaction, given *the p-value of 0.000* <0.05 and the value of the coefficient of 0.345. The results of this research are in line with research conducted by (Sondakh et al., 2019) That is, there is a positive influence of guarantee variables on consumer satisfaction. Employees must be able to increase customer trust in the business, and of course, the business must provide a sense of security to its customers, namely the feeling that they are safe from physical danger, risk, and uncertainty. Assurance also refers to staff members who are consistently courteous, knowledgeable, and trustworthy to respond to any questions or concerns raised by customers. Customer satisfaction on CV Agung Dipo Persada is inversely proportional to the amount of company guarantee.

Empathy for Consumer Satisfaction
The results of statistical tests show a positive influence of empathy variables on consumer satisfaction, seen from the *p-value of 0.000*<0.05 and the value of the coefficient of 0.453. The results of this research are in line with research conducted by (Kaengke et al., 2022) That is, there is a positive influence of empathy on consumer satisfaction. Another important aspect that can affect consumer satisfaction is the empathy component. Empathy refers to a company's ability to understand its clients' concerns and act in their best interests, as well as provide them with individualized service and accommodate working hours. Empathy includes being able to build relationships with customers easily, having effective communication, giving individual attention to customers, and understanding their unique needs in the form of the ability to understand their desires, pay attention to their emotions, and also give them attention. The more empathy shown, the higher the level of client satisfaction in CV Agung Dipo Persada.

CONCLUSION
The results of statistical test analysis show that physical evidence, reliability, responsiveness, assurance, and empathy have an impact on CV Agung Dipo Persada's customer satisfaction. Physical evidence, reliability, responsiveness, assurance, and empathy had an impact of 79.4% on customer satisfaction, while 20.6% were influenced by other variables that were not studied. From the dimension of service quality, namely the dimension of reliability that has no influence, this is due to the low level of service provided to consumers related to immediacy, fast, accuracy, and satisfaction obtained by consumers. This problem needs to be improved again by providing services to consumers immediately, quickly, accurately, and satisfactorily.
This study only measures the level of customer satisfaction through the dimension of service quality. The results of this study are expected to be a reference for future researchers and are recommended for future research, namely to involve many agencies, add respondents and add methods used to strengthen quantitative data from the

distribution of questionnaires. And it is hoped that future research can include and examine other variables such as marketing mix, price, and quality of physical and non-physical services that can increase consumer satisfaction.

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